

copy
May 15, 1961

fashion calendar 1961

21st YEAR • A WEEKLY PUBLICATION

JANUARY

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FASHION CALENDAR

NOTE: Although listings are repeated until the scheduled date of each event, they frequently incorporate IMPORTANT CHANGES. A CAREFUL CHECK OF EVERY issue will therefore yield maximum use of FASHION CALENDAR to the reader...Ruth Finley, Editor.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK BEGINNING SUNDAY, MAY 14, 1961</u>			
Sunday May 14 1:00 P.M. Brunch	COUTURE FASHIONS DURING BRUNCH Showing of couture fashions by Martier-Raymond. Coiffures--Tony Migliaro. Reservations--\$4.00; contact: "Mr. Jerome," CI. 6-7700. Fashion Show Director: Peggy Cantor Assoc., MU. 9-8542.	MARTIER-RAYMOND	HAMPSHIRE HOUSE FOUNTAIN ROOM
Sunday May 14 6:30 P.M. Cocktails- Dinner	DINNER-FASHION SHOW FOR FALL, 1961 Formal dinner and fashion show in tribute to American designers, featuring costumes from the N.Y. Couture Group in Du Pont fibers. Preview of trend-setting styles for Fall 1961, presented to retail store executives, buyers and press. Cocktails at 6:30, Dinner at 7:30, followed by show. By invitation only. Trade contact: Margaret Daly, LO. 3-6400, Ext. 494. Press contact: Mabel Henderson, LO. 3-6400, Ext. 303.	DU PONT COMPANY	HOTEL PIERRE BALLROOM
May 15	BERGDORF GOODMAN'S RELEASE DATE--Summer children's fashions. (No Show.)		
Monday May 15 9:30 A.M. Breakfast	PRESS PREVIEW OF FASHIONS FOR TRAVEL Abraham & Straus will present "Travel Time" collection of fashions for travel. By invitation. Publicity: Eileen Goldberg, TR. 5-0195.	ABRAHAM & STRAUS (BROOKLYN)	6TH FLOOR PUBLICITY DEPT.
Monday May 15 10:30 A.M.	PRESS PREVIEW: FALL COLLECTION Herbert Sondheim's press showing of Fall collection, designed by Sara Ripault. By invitation. Thereafter, May 16, 17, 23, 24, 25, 31, June 1, 6, 7, 8, 13, 14 at 10:30 A.M. By appointment. Contact: LA. 4-7540. Publicity: Barbara Kling, PL. 3-1709.	HERBERT SONDHEIM, INC.	530 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Monday May 15 10:30 A.M.	OPENING OF FALL COLLECTION Showing at 10:30 A.M., May 15, 17, June 6, 7, 9, 13, 14, 16. By appointment. Contact: WI. 7-6865.	RUDOLF GOWNS	530 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
Monday May 15 1:15 P.M.	OPENING OF FALL DRESS COLLECTION Sylvia Kaplan's Fall dresses and ensembles for daytime and late-day wear. By invitation. Thereafter May 18, 22, 24, 31, June 5, 7, 13 at 1:15 P.M. Contact: Miss Fritzi, LO. 5-4115.	NAT KAPLAN, INC.	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Monday May 15 2:30 P.M.	OPENING OF FALL COLLECTION The Maurice Rentner Fall collection, designed by Bill Blass, May 15, 17, 24, 31, June 6, 7, 8 at 2:30 P.M. By reservation. (Press Preview May 18 at 3:00.) By invitation. Contact: Eleanor Stoner, LA. 4-6968.	MAURICE RENTNER, LTD.	498 SEVENTH AVENUE SHOWROOM - 16TH FLOOR

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday May 15 4:00 P.M.	OPENING OF FALL COLLECTION Rosalie Macrini's Fall collection May 15, 23, June 6 at 4:00 P.M. By appointment. Contact: Anne Towne, CH. 4-2655.	ROSALIE MACRINI, INC.	550 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Monday May 15 5:00 P.M. Cocktails	PREVIEW: FALL FASHIONS IN U.S. ROYAL FABRICS Leading manufacturers' designs of women's, children's and men's wear in U.S. Royal Fabrics. Showing at 6:00 P.M., for press and buyers. By invitation. Publicity: Shirley Merzon at Robert Kane Advertising, MU. 3-8184. Fashion Director & Commentator: Mia Grau, PL. 5-1127.	U.S. RUBBER CO.- TEXTILE DIVISION	SAVOY HILTON HOTEL GOLD ROOM

READY-TO-WEAR FALL TIME TABLE, MAY 15 - 18, ("O" REFERS TO OPENING; "P" PREVIEW.)
For more details, refer to specific listings in current and previous issues.

MONDAY, MAY 15	TUESDAY, MAY 16	WEDNESDAY, MAY 17	THURSDAY, MAY 18
8:45		March & Mendl(P)	
9:00			John Weitz(P)
9:30		Harold Levine(O)	
10:30 Herbert Sondheim(P) Rudolf(P)	Herbert Sondheim Jane Derby(O) Pattullo-Jo Copeland(O) Nelly de Grab(P) Estevez(O)	Herbert Sondheim Rudolf	
12:00			Style Trades(P) Bataldi(Baitch & Castaldi)(P)
1:00	Hannah Troy(P)	Hannah Troy Harvey Berin(O)	Jr. Sophisticates Harvey Berin
1:15 Nat Kaplan(O)	Gothe(O)	Gothe	Nat Kaplan Gothe
2:15	Paul Parnes(O)		
2:30 Maurice Rentner(O)		Maurice Rentner Dior N.Y.(O) Larry Aldrich(O) Ceil Chapman(O)	Branell Larry Aldrich Ceil Chapman
3:00			Maurice Rentner(P)
4:00 Rosalie Macrini(O)		Petite Miss(P)	Haymaker(P) Samuel Winston(O)
5:00			Ben Reig(P)

Monday May 15	SHOWING OF FALL SPORTSWEAR COLLECTION Showing of sportswear and at-home separates designed by Monte Streit- field, in felts, velveteens and wool knits. For press and buyers, by appointment. Contact: Rosemary Anello, WI. 7-7419.	STREGA, N.Y.	1407 BROADWAY SHOWROOM - 28TH FLOOR
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<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday May 15	SHOWINGS OF FALL KNITWEAR COLLECTION Greta Plattry's knitwear for Cabot Knitting Mills. Contact: CH. 4-4840.	GRETA PLATTRY- CABOT	1410 BROADWAY SHOWROOM - 10TH FLOOR
Monday May 15	SHOWING OF FALL COLLECTION Sportswear and separates by Loomtogs; girls and sub-teen collection by Young Loomtogs. Contact: LA. 4-4671.	LOOMTOGS, INC.	1410 BROADWAY SHOWROOM - 15TH FLOOR
Monday May 15	SHOWING: FALL KNIT- WEAR COLLECTION Daily showings of ensembles, dresses, sportswear designed by Rudi Gernreich, at Charles Rose Associates. Contact: BR. 9-5664.	RUDI GERNREICH (850 S. B'WAY, L.A.)	1407 BROADWAY SUITE 600
Tuesday May 16 9:00 A.M. Breakfast	ANNUAL SUB-TEEN FASHION MERCHANDISING CLINIC Complete presentation of publicity campaigns and subteen style show forecast. Admission by ticket only for trade press and merchandisers. Publicity: Pat Di Sernia, American Girl, PL. 1-6900.	AMERICAN GIRL MAGAZINE	SHERATON-ATLANTIC B'WAY & 34TH STREET
Tuesday May 16 10:30 A.M.	OPENING OF FALL COLLECTION Showings at 10:30, May 16, 24, June 6, 7, 8. By appointment. Press, May 22 at 4:00. By invitation. Contact: Mabel Glemby, LA. 4-9350.	JANE DERBY	550 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Tuesday May 16 10:30 A.M.	OPENING OF FALL COLLECTION Showings at 10:30, May 16, 23, 24, 26, 31, June 2, 6, 7, 9. By appointment. Contact: LO. 3-5650.	PATFULLO-JO COPELAND	498 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
Tuesday May 16 12:00 Noon Luncheon	PREVIEW: BACK-TO-SCHOOL AND FALL FASHIONS Back-to-school and Fall collection. By invitation. Thereafter in show-room. Contact: BR. 9-2581. Publ.: Sidney Dee Bloeme, JU. 6-4490.	NELLY DE GRAB (533 SEVENTH AVENUE)	HOTEL PLAZA TERRACE ROOM
Tuesday May 16 12:00 Noon	OPENING OF FALL COLLECTION Showings May 16, 23, 25, June 2, 5, 6, 7, 8 at 12:00 Noon. By appointment. (Press Preview, Thurs., June 1 at 4:00 P.M.) By invitation. Contact: Ruth McLaughlin, LO. 4-6337.	ESTEVEZ, INC.	550 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Tuesday May 16 1:00 P.M.	PRESS PREVIEW OF FALL COLLECTION Fall dress collection. By invitation. Trade showings, May 17, 23, 24, 31, June 1, 6, 7, 8 at 1:00 P.M. Contact: Miss Lee Lerner, LO. 3-0988.	HANNAH TROY, INC.	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Tuesday May 16 1:15 P.M.	OPENING OF FALL COLLECTION Showings Tues., Wed., Thurs., at 1:15 P.M.; Mon. and Fri., by appointment. Contact: Lucille Gordon, LO. 5-2727.	DAVID GOTTLIEB, INC. (GOTHE)	530 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Tuesday May 16 2:15 P.M.	OPENING OF FALL DRESS COLLECTION Showings May 16, 22, 24, 31, June 5, 6, 7, 13 at 2:15 P.M. By reservation. Contact: CH. 4-4600.	PAUL PARNES CORP.	498 SEVENTH AVENUE SHOWROOM - 10TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
May 17	MACY'S RELEASE DATE--Summer Shoes. (No Show.)		
Wednesday May 17 8:45 A.M. Breakfast	CRESLAN FEATURED IN RAINWEAR AND OUTERWEAR American Cyanamid will sponsor a preview of misses and junior rainwear and outerwear for Fall, manufactured by March & Mendl; P.R.L. All-Weather, featuring Sherpa pile of 100% Creslan acrylic fiber. By invitation. Continuous daily thereafter at showrooms, 512 Seventh Avenue. Contact: Marion Cook, LA. 4-7942.	MARCH & MENDEL; P.R.L. ALL-WEATHER	500 CLUB 500 SEVENTH AVENUE
Wednesday May 17 9:30 A.M. Breakfast	OPENING: FALL DRESS COLLECTION Harold Levine's Fall dress collection, May 17, 24, June 1, 6, 7, 8, at 9:30 A.M. By reservation. Contact: LA. 4-0237.	HAROLD LEVINE, INC.	530 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Wednesday May 17 1:00 P.M.	OPENING OF FALL COLLECTION Showings at 1:00 P.M., May 17, 18, 22, 23, 24, 25, 31, June 1, 6, 7, 8. By reservation. Contact: PE. 6-0206.	HARVEY BERIN, INC.	530 SEVENTH AVENUE SHOWROOM - 7TH FLOOR
Wednesday May 17 2:30 P.M.	OPENING OF FALL COLLECTION Showings at 2:30 P.M., May 17, 23, June 1, 6. By invitation. Contact: Joanne Jaap or Muriel Morris, LO. 4-9220.	CHRISTIAN DIOR- NEW YORK INC.	498 SEVENTH AVENUE SHOWROOM - 17TH FLOOR
Wednesday May 17 2:30 P.M.	OPENING OF FALL COLLECTION Showings at 2:30, May 17, 18, 23, 24, June 1, 6, 7, 8, 13, 14. By reservation. Contact: LA. 4-5800.	CEIL CHAPMAN	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Wednesday May 17 4:00 P.M.- 6:00 P.M.	CUDDLECOAT FUTURAMA FASHIONS FOR FALL Cuddlecoat reveals the look of the future with its Fall fashion collection. By invitation. Publicity: Annette Green Assoc., MU. 3-5563.	PETITE MISS (500 SEVENTH AVENUE)	500 CLUB 500 SEVENTH AVENUE
Beginning Wednesday May 17	OPENING OF FALL COLLECTION Daily showings of cashmere coordinates and cashmere trimmed cardigan sweaters. Contact: WI. 7-8130.	NANNETTE CASHMERES	1410 BROADWAY SHOWROOM - 18TH FLOOR
Thursday May 18 8:45 A.M. Breakfast	"YOUNG FASHIONS FOR FALL 1961" Fall fashions for toddlers, girls, pre-teens and boys. By invitation. Contact: Monroe E. Michels, MU. 5-4400.	PARENTS' MAGAZINE (52 VANDERBILT AVENUE)	HOTEL PIERRE GRAND BALLROOM
Thursday May 18 9:00 A.M. Breakfast	PRESS PREVIEW: FALL SPORTSWEAR John Weitz will present Fall separates, manufactured by Stratford; Compass, Inc.; Downen Inc.; Supak & Sons; M.H. Fine Co. By invitation. Contact: Jill Paton, IO. 3-4920.	JOHN WEITZ DESIGNS, INC. (1407 BROADWAY)	THE COLONY 30 EAST 61ST STREET
Thursday May 18 11:00 A.M.	PRESS PREVIEW: BONNIE CASHIN FALL COLLECTION Press preview, by invitation only. Beginning May 22, daily at 9:30 A.M., by appointment. Contact: IO. 5-0274.	PHILIP SILLIS	48 WEST 37TH STREET SHOWROOM - 5TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday May 18 12:00 Noon Luncheon	PREVIEW OF FALL COAT COLLECTION Bataldi's Fall coat collection. By invitation. at showroom, 230 W. 39 St. Contact: Mrs. Phyllis Schorr, LO. 4-6886.	BATALDI (BAITCH & CASTALDI)	500 CLUB 500 SEVENTH AVENUE
Thursday May 18 12:00 Noon	PREVIEW: FALL DRESS COLLECTION Preview of Style Trades' Fall dress collection. For press and buyers by invitation. Thereafter May 23, June 6, 13, 20, at 12:00 Noon, by appointment. Contact: Mr. Mickey Shepard, WI. 7-1061.	STYLE TRADES	498 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
Thursday May 18 12:30 P.M. Luncheon	SUMMER FASHIONS AT LUNCHEON SHOW Fashions by Teal Traina, available at Rosette Pennington. Press by invitation. Public by reservation; contact: "Banquet Dept.," PL.9-3000. Fashion show commentator and Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	TEAL TRAINA (550 SEVENTH AVENUE)	HOTEL PLAZA PERSIAN ROOM
Thursday May 18 1:00 P.M.	FALL JUNIOR FASHIONS BY ANNE KLEIN Showing thereafter Tues., Wed., Thurs. at 1:00. Contact: LO. 4-0462.	JUNIOR SOPHISTICATES	498 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Thursday May 18 2:30 P.M.	SHOWING OF FALL COLLECTION Showings at 2:30, May 18, 23, June 1, 6, 7, 8. <u>Press Preview Fri., May 19 at 9:30 A.M., breakfast.</u> By invitation. Contact: PE. 6-6983.	BRANELL	530 SEVENTH AVENUE SHOWROOM - 27TH FLOOR
May 18	MAURICE RENTNER PRESS PREVIEW OF FALL COLLECTION AT 3:00 P.M. (See p.2)		
Thursday May 18 4:00 P.M. Cocktails	PREVIEW OF FALL SPORTSWEAR Fall collection of shirts, skirts, separates, pants, and knits. For press and buyers, by invitation. Contact: Grace Horton, BR. 9-6560.	HAYMAKER SPORTS, INC.	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Friday May 19 8:30 A.M. Breakfast	PREVIEW OF FALL FASHIONS WITH ZEFRAN Market preview of fashions with Zefran for Fall '61. Three showings on Fri., May 19, 8:30 A.M., 11:00 A.M., 3:00 P.M. By invitation. Publicity: Pat Bell, PL. 7-8300.	DOW CHEMICAL- TEXTILE FIBERS DEPT.	350 FIFTH AVENUE ROOM 801
May 19	BRANELL PRESS PREVIEW OF FALL COLLECTION AT 9:30--breakfast (See above).		
Friday May 19 11:00 A.M.	PREVIEW OF FALL SPORTSWEAR COLLECTION Heiser Sportswear will present their Fall collection of dresses and play- clothes designed by Silvano of Roma. Contact: LO. 3-1534.	HEISER SPORTSWEAR, INC.	550 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Friday May 19 12:00 Noon	OPENING OF FALL COLLECTION Misses dresses and costumes, designed by Betty Goodwin, May 19, 24, June 1, 6, 8 at 12:00 Noon. Contact: Jean Beck, WI. 7-0152.	ALISON	530 SEVENTH AVENUE SHOWROOM - 27TH FLOOR
Friday May 19 12:00 Noon Luncheon	FALL COCKTAIL AND EVENING FASHIONS Thereafter at 9:30 A.M., May 23, 24, 25, 31, June 1, 6, 7, 8, 13, 14, 15. Contact: Sandy Abelson or Abe Goldner, PE. 6-0151.	CAMEO EVENING FASHIONS; FIVE THIRTY P.M.	530 SEVENTH AVENUE SHOWROOM - 3RD FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday May 19 2:45 P.M.	FALL COLLECTION FOR RESIDENT BUYERS Special showing of first Fall cocktail and evening collection, for resi- dent buyers. (<u>Transportation available fleet of Rolls Royce limousines</u> <u>leaving 498 Seventh Ave., immediately following Grabois Inc. showing.</u>) Contact: Michael Kennedy, TE. 8-8880.	ART WILLIAMS	42 EAST 64TH STREET SALON
Friday May 19	PREVIEW: SPRING AND SUMMER LEATHERS, 1962 Informal showings from 10:00 A.M. to 6:00 P.M. By invitation. Contact: Martha Geilich, VAN DYKE 4-8661, Taunton, Mass.	GEILICH TANNING CO. (TAUNTON, MASS.)	STATLER-HILTON HOTEL MAISON D'OR - RM.1710A
Friday May 19- June 22	PRESS PREVIEW: FASHIONS OF PILE FABRICS "On Parade: Posh Look '61"--from all segments of the market. By invita- tion. Thereafter, from 9:30 A.M. to 4:30 P.M., for buyers and mer- chandise managers. Contact: Berta MacDonald, PL. 1-2100, Ext. 360.	HARPER'S BAZAAR	SHERATON ATLANTIC ROOM 406
Monday May 22 10:30 A.M.	SHOWING OF FALL DRESS COLLECTIONS Leonard Arkin at 10:30 A.M.; Andrew Arkin at 11:30 A.M. Showings Mon., Tues., Wed. Contact: WI. 7-5324.	LEONARD ARKIN; ANDREW ARKIN	530 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Monday May 22 2:30 P.M.	PREVIEW OF FALL COLLECTION Sylvan Rich and Jerry Parnis for Martini Designed at 2:30 P.M., May 22, May 25, June 1, 6, 8, 13. (<u>Note Change Of Dates.</u>) By reservation. Contact: Eli Lehrman, LO. 4-0616.	MARTINI DESIGNED	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
May 22	JANE DERBY'S PRESS PREVIEW OF FALL COLLECTION AT 4:00 P.M. (See p.3)		
Beginning Monday May 22	SHOWING OF BOUTIQUE FALL COLLECTION By appointment. Contact: PL. 3-4464 or PL. 3-3500.	SIMONETTA OF ROME	VIRGINIA KREMENTZ 42 W. 58 ST., RM. 203
Beginning Monday May 22	OPENING OF FALL KNITWEAR COLLECTION Continuous daily showings of Kimberly's Fall collection of knitwear. Contact: Robert Brown, LO. 4-1080.	KINBERLY KNITWEAR, INC.	1410 BROADWAY SHOWROOM - 18TH FLOOR
Beginning Monday May 22	SHOWING OF COUTURE FALL COLLECTION Couture Fall collection of cocktail, evening and ball gowns. Showing daily from 10:00 A.M. to 5:30 P.M. By appointment. Contact: CO.5-0320.	DOUGLAS & CARMONA, INC.	50 WEST 57TH STREET SHOWROOM - 6TH FLOOR
Beginning Monday May 22	OPENING OF FALL LEATHER COLLECTION Fall collection of leather jackets, fur-trimmed coats, leather and knit combination ensembles. Contact: Mike Salzman, OX. 5-1840.	ALBERT ALFUS, INC.	1407 BROADWAY SHOWROOM - 12TH FLOOR
Tuesday May 23 10:30 A.M.	OPENING OF FALL COLLECTION Gross Sydney's Fall collection of Petti-4 casual wear for the petite miss; and "Terry Rogers" misses sizes, daily at 10:30 A.M., except Friday, until June 22. Contact: George Rappaport, CH. 4-3558.	GROSS-SYDNEY, INC.	498 SEVENTH AVENUE SHOWROOM - 17TH FLOOR

READY-TO-WEAR FALL TIME TABLE, MAY 22 - 25 ("O" REFERS TO OPENING; "P" PREVIEW).
For more details, refer to specific listings in current and previous issues.

<u>MONDAY, MAY 22</u>	<u>TUESDAY, MAY 23</u>	<u>WEDNESDAY, MAY 24</u>	<u>THURSDAY, MAY 25</u>
9:30	Cameo Evening; Five Thirty P.M.	Cameo Evening; Five Thirty P.M. Harold Levine	Cameo Evening; Five Thirty P.M.
10:00	Ben Reig	Ben Reig Stephan Ltd.(P)	Seymour Fox Stephan Ltd. Don La Vigna(O)
10:30	Edward Abbott- Wilson Folmar Pattullo-Copeland Jane Derby Leonard Arkin(O) Gross-Sydney(O) Herbert Sondheim Handmacher-Vogel Seymour Fox(P)	Edward Abbott- Wilson Folmar Pattullo-Copeland Arthur Jablow(P) Leonard Arkin Gross-Sydney Herbert Sondheim	Mr. Gee- Melba Hobson(O) Tina Leser Gross-Sydney Herbert Sondheim
11:30 Andrew Arkin(O)	Andrew Arkin Abe Schrader(P)	Andrew Arkin Abe Schrader Tina Leser(P)	Jack Sarnoff(P) Abe Schrader
12:00	Estevez Zacari(P) Style Trades	Alison	Estevez
1:00 Harvey Berin	Harvey Berin Jr.Sophisticates Hannah Troy	Harvey Berin Jr. Sophisticates Hannah Troy	Harvey Berin Jr. Sophisticates
1:15 Nat Kaplan	Gothe	Nat Kaplan Gothe	Oleg Cassini Gothe
2:00	Harry Frechtel(O)	Marquise(O)	Harry Frechtel
2:15 Paul Parnes		Paul Parnes	
2:30 Martini Designed	Branell Ceil Chapman Christian Dior,N.Y. Ben Reig David Crystal(P) Mort Schrader(P)	Ceil Chapman Larry Aldrich(P) Ben Reig Maurice Rentner Modern Couture	Martini Designed Briarbrook(O) Larry Aldrich Ira Rentner David Crystal(P) Modern Couture
4:00 Jane Derby(P)	Samuel Robert(P) Samuel Winston Rosalie Macrini	Robert Sloan(P) Samuel Winston	Harmay(O) Samuel Winston

Tuesday May 23 10:30 A.M. PREVIEW: FALL COAT AND SUIT COLLECTION By invitation. Showings thereafter May 25, June 1, 6, 8, 13 at 10:00 A.M. By appointment. Contact: Sally McDonald, LO. 4-3246. SEYMOUR FOX, INC. 512 SEVENTH AVENUE SHOWROOM - 22ND FLOOR

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday May 23 10:30 A.M.	OPENING OF FALL DRESSES Showings at 10:30, May 23, 24, June 5, 6, 7, 8, 9, 13, 14, 15. (Private preview, by invitation, May 18 at 10:30.)	EDWARD ABBOTT- WILSON FOLMAR	530 SEVENTH AVENUE SHOWROOM - 16TH FLOOR Press show, cocktails, June 7 at 5:00 P.M. By invitation and reservation. Contact: Marta Schreiber, LA. 4-8490.
Tuesday May 23 11:30 A.M.	PREVIEW OF DRESSES FOR PRESS AND BUYERS Preview of Fall dresses, by invitation. Trade showings at 11:30 A.M., May 24, 25, 31, June 1, 6, 7, 8. Publicity: Betty Yarmon, LO. 4-9194.	ABE SCHRADER CORP.	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Tuesday May 23 12:00 Noon Luncheon	PREVIEW OF FALL PANTS & COORDINATES Preview of Fall pants, coordinates and back-to-school fashions. Show at 1:00 P.M. By invitation. Publicity: Judith Hall, WI. 7-1322.	ZACARI (1410 BROADWAY)	HOTEL PLAZA WHITE & GOLD SUITE
Tuesday May 23 2:30 P.M.	PREVIEW FOR PRESS AND BUYERS By invitation. Only formal showing. Publicity: Betty Yarmon, LO. 4-9194.	MORT SCHRADER	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Tuesday May 23 2:30 P.M. Cocktails	PREVIEW: FALL SUIT COLLECTION For press and resident buying offices, by invitation. Continuous daily thereafter. Publicity: Jeanette Gottlieb, BR. 9-6560.	DAVID CRYSTAL, INC.	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Tuesday May 23 2:30 P.M.	OPENING: FALL FOUNDATION COLLECTION By invitation for press and resident buyers, May 23 at 2:30 P.M. <u>Pre-Market: June 5 at 2:00 P.M. June 6, 7, 8 at 10:00 A.M., 2:00 P.M. June 9 at 10:00 A.M. Market: June 12, 13 at 9:30 A.M., 11:00 A.M. 2:00 P.M., 3:30 P.M. June 14 at 9:30 A.M., 11:00 A.M., 2:00 P.M. June 15 at 10:00 A.M., 2:00 P.M. Contact, reservations: Kay Keniry, MU. 5-5740. Publicity: Adele Dyer, MU. 5-5740.</u>	WARNER'S	200 MADISON AVENUE SHOWROOM - 10TH FLOOR
Tuesday May 23 4:00 P.M. Cocktails	PREVIEW: FALL LEATHER FASHIONS Fall fashions in suede and kidskin, including a group of coordinates in fabric and knit with leather combinations. By invitation. Continuous thereafter at showroom. Contact: Lou Clarke, LA. 4-4562.	SAMUEL ROBERT, INC. (1407 BROADWAY)	500 CLUB 500 SEVENTH AVENUE
Beginning Tuesday May 23	OPENING: FUR-LINED COATS AND SUITS Fall-Winter misses sizes, customites and Petite Customites, designed by Betti Belmont. Showings at 9:30, 11:30, 3:30. Contact: Miss Lee, LO. 5-4632. Publicity: Florence Judson, LO. 5-4632.	STYLE TRENDS	512 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Wednesday May 24 10:00 A.M.	PREVIEW OF FALL DRESS COLLECTION Preview showing for press and buyers. By invitation. Trade showings at 10:00 A.M., May 25, 31, June 1. Publicity: Betty Yarmon, LO. 4-9194.	STEPHAN LTD. BY SCHRADER	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Wednesday May 24 10:30 A.M.	PREVIEW: FALL COAT AND SUIT COLLECTION Coats, suits and ensembles, designed by David Kidd. By invitation. At 11:30, May 26, 29, 31, June 6, 8. Publ.: Ruth Hammer Assoc., EL. 5-7874.	ARTHUR JABLOW, INC.	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday May 24 11:30 A.M.	PREVIEW OF FALL SPORTSWEAR COLLECTION By invitation. Thereafter at 10:30, May 25, 26, 31, June 1, 2. Contact: LO. 5-7514.	TINA LESER, INC.	498 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Wednesday May 24 2:30 P.M.	OPENING: COCKTAIL AND EVENING FASHIONS Designed by Helena Barbieri. By invitation. Showings thereafter at 9:30, May 25, June 1, 6, 7, 8. By appointment. Contact: CH. 4-3169.	MODERN COUTURE, INC.	530 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
Wednesday May 24 4:00 P.M. Cocktails	PRESS PREVIEW OF FALL COLLECTION Robert Sloan will present his Fall collection of sportswear and separates designed by Sylvia de Gay. For press and buyers, by invitation. Continuous thereafter in showroom. Publicity: Margaret Hodge, LT. 1-3260.	ROBERT SLOAN, INC. (498 SEVENTH AVENUE)	500 CLUB 500 SEVENTH AVENUE
Wednesday May 24	OPENING OF FALL COLLECTION Back-to-school and active sportswear collection, designed by Vicki Cooper. Thereafter, by appointment. Contact: Ceil Maurer, BR. 9-9076.	ULLA	1384 BROADWAY SHOWROOM - 18TH FLOOR
Thursday May 25 10:00 A.M. Coffee	OPENING: FALL COAT AND SUIT COLLECTION Don La Vigna will present his Fall collection of coats and suits for press and buyers. By invitation. Thereafter by appointment. Publicity: Jean Sutton, OX. 5-2651.	DON LA VIGNA DESIGNS, INC.	512 SEVENTH AVENUE SHOWROOM - 34TH FLOOR
Thursday May 25 10:30 A.M.	PREVIEW OF FALL SPORTSWEAR COLLECTION Fall collection of separates and sportswear, designed by Melba Hobson. By invitation. (<u>Note Change Of Time.</u>) Continuous daily thereafter. Contact: WI. 7-8178.	MR. GEE- MELBA HOBSON	1407 BROADWAY SHOWROOM - 25TH FLOOR
Thursday May 25 10:30 A.M.; 2:00 P.M.	PREVIEW OF FURS FOR RESIDENT BUYERS "A.A."--Average American furs for Women 5'5" and under--showing for resident buyers at 10:30 and 2:00. By invitation. Contact: PE. 6-9316.	ZIMMEFMAN-SCHER	150 WEST 30TH STREET SHOWROOM - 17TH FLOOR
Thursday May 25 11:30 A.M.	PRESS SHOW: FALL COATS AND SUITS Fall coat and suits, designed by Molly. By invitation. Thereafter at 10:00 A.M., June 1, 5, 7, 12, 14 by appointment. Contact: PE. 6-7121.	JACK SARNOFF, INC.	512 SEVENTH AVENUE SHOWROOM - 38TH FLOOR
Thursday May 25 12:00 Noon Luncheon	FALL AND WINTER LINGERIE COLLECTION Fall, Winter and Holiday lingerie. Show at 12:00 Noon. <u>Luncheon at 12:45.</u> By invitation. Contact: Linda Handelsman, OX. 5-0910.	ROGERS LINGERIE (500 FIFTH AVENUE)	HOTEL PLAZA BAROQUE SUITE
Thursday May 25 1:15 P.M.	SHOWING OF FALL COLLECTION Showings at 1:15 on May 25, June 1, 6, 7, 8, 9. (Private preview, by invitation, Wed., May 17 at 1:15 P.M.) Contact: Kay McGowan, LO. 5-6453.	OLEG CASSINI, INC.	498 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Thursday May 25 2:30 P.M.	OPENING OF FALL COLLECTION Showings at 2:30, May 25, 31, June 5, 6, 7, 8, 13, 14. Contact: LA. 4-0162.	IRA RENTNER, INC.	498 SEVENTH AVENUE SHOWROOM - 12TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday May 25 2:30 P.M. Cocktails	PREVIEW OF FALL DRESS COLLECTION By invitation. From May 31 - June 8, at 10:30 daily except Friday. Thereafter Mon., Tues., Wed. Publ.: Jeanette Gottlieb, BR. 9-6560.	DAVID CRYSTAL, INC.	498 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
Thursday May 25 2:30 P.M.	OPENING OF FALL SUIT COLLECTION By invitation. Continuous daily thereafter. Contact: Isabelle Crawford, BR. 9-7700.	BRIARBROOK	512 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Thursday May 25 3:15 P.M. Cocktails	"BREAKFAST IN THE AFTERNOON" PREVIEW Special afternoon performance for N.Y. retailers, press and trade. By invitation and ticket only. Contact: Julie Buddy, Fashion Director, OX. 5-1200. Breakfast at 7:30 A.M. for out-of-town retailers on May 23, 24, 25, 31, June 1, 2, 5, 6, 7, 8, 9, 12, 13, 14, 15. Ticket contact: Florence Covino, OX. 5-1200.	MILLIKEN WOOLENS, INC.	HOTEL ASTOR GRAND BALLROOM
Thursday May 25 3:15 P.M.	PRESS PREVIEW OF FALL COLLECTION By invitation. Showings thereafter June 6, 7, 8, 13, 14, 15 at 10:30. By reservation. Contact: Ruth Weber, CH. 4-3488.	SEYMOUR JACOBSON, INC.	530 SEVENTH AVENUE SHOWROOM - 8TH FLOOR
Thursday May 25 4:00 P.M.	OPENING OF FALL COLLECTION Fall collection of dresses, costumes and suits, May 25, 31, June 5, 6, 7, 10, 12 at 4:00 P.M. By reservation. Contact: PE. 6-5547. Publicity: Pauline Greene at Charles J. Charney, PL. 7-0955.	HARMAY	498 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
Thursday May 25 4:00 P.M.	PREVIEW OF FALL LINGERIE COLLECTION Fall collection of Kayser-Roth lingerie. Show at 4:15 P.M. By invitation. Publicity: Phyllis Youngheart, PL. 1-0752.	KAYSER-ROTH	425 FIFTH AVENUE SHOWROOM - 2ND FLOOR
Friday May 26 12:00 Noon Luncheon	PRESS PREVIEW OF FALL FASHIONS Late day and formal fashions for press and buyers. By invitation. Trade showings at 12:00 Noon (luncheon), June 1, 2, 5, 6, 7, 8, 9, 12, 13, 14, 15. By reservation. Contact: Jack Sulzer, WI. 7-9470.	LEE CLAIRE, INC.	530 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
Wednesday May 31 12:00 Noon Luncheon	OPENING OF NEW COAT COLLECTION "Have A Good Day"--the new collection, showing at 12:00 Noon, May 31, June 1, 6, 7, 8, 13, 14, 15, followed by luncheon. By invitation. Contact: Helen Gold, CH. 4-3512.	LOUIS GOLDSTEIN CO.	512 SEVENTH AVENUE SHOWROOM - 32ND FLOOR
Wednesday May 31 2:00 P.M.	OPENING OF FALL COAT COLLECTION Showings at 2:00 P.M., May 31, June 1, 5, 7, 8. By appointment. Contact: Louis Mariani, BR. 9-8988.	ORIGINALA	512 SEVENTH AVENUE SHOWROOM - 43RD FLOOR
Wednesday May 31 2:30 P.M.	PRESS PREVIEW: FALL COATS AND SUITS Preview for press of Fall coats and suits. By invitation. Showing at 11:30 A.M. June 1, 5, 7, 9, 13, 15. Contact: IA. 4-3310.	GEORGE CARMEL, INC.	530 SEVENTH AVENUE SHOWROOM - 25TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday May 31 4:00 P.M. Champagne	PRESS PREVIEW OF FALL COLLECTION Press preview of Vera Maxwell's Fall collection. By invitation. Trade showings at 12:00 Noon beginning June 1 and Tues., Wed., Thurs. thereafter. By appointment. Contact: Terry Parker, LO. 3-4358.	VERA MAXWELL, INC.	530 SEVENTH AVENUE SHOWROOM - 26TH FLOOR
Thursday June 1 9:30 A.M.	OPENING: FALL COATS AND SUITS Showings June 1, 6, 7, 8, 13, 14, 15 at 9:30 A.M. By appointment. Contact: Herbert Gallant, LA. 4-7286.	FRANK GALLANT, INC.	205 WEST 39TH STREET SHOWROOM - 5TH FLOOR
Thursday June 1 10:30 A.M.	PREVIEW OF FALL DRESS COLLECTION Fall preview at 10:30 A.M. By appointment. Beginning Mon., June 5, daily at 2:30 P.M. Contact: LO. 4-3600.	REMBRANDT	498 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Thursday June 1 12:00 Noon	OPENING: MOLLIE PARNIS FALL COLLECTION Showings at 12:00 Noon, June 1, 2, 6, 7, 8. By appointment. Contact: Lou Scobell, BR. 9-5012.	PARNIS-LIVINGSTON	530 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Thursday June 1 12:30 P.M. Luncheon	FALL COCKTAIL, DINNER AND EVENING FASHIONS Fall collection, designed by Celia Phillips and Elinor Simmons, June 1, 6, 7, 8 - luncheon 12:30, followed by show. One June 13, 14, 15, show only at 1:15. By reservation. Contact: Marion Auley, LA. 4-7690.	FRANK STARR, INC.	530 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
Thursday June 1 2:00 P.M.	PREVIEW: FALL-WINTER FUR COLLECTION Quality Furs will present their collection. By invitation. Thereafter by appointment. Contact: Herman Suskind, CH. 4-7551.	QUALITY FURS, INC.	333 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
Thursday June 1 2:30 P.M.	OPENING OF FALL COLLECTION Showings June 1, 6, 9, 13, 15, 22 at 2:30; and June 21 at 10:30 A.M. By invitation. Contact: Estelle Marr, LO. 3-1600.	TRIGERE, INC.	550 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Thursday June 1 3:00 P.M.	OPENING: FALL COLLECTION Showings of Fall collection, designed by Anne Fogarty, June 1, 5, 7, at 3:00 P.M. Contact: WI. 7-5324.	ANNE FOGARTY "SPECIAL EDITIONS"	530 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Thursday June 1 3:30 P.M.	OPENING OF FALL COLLECTION By invitation. Beginning June 6, continuous daily. Contact: Isabelle Crawford, BR. 9-7700.	LESLIE FAY	1400 BROADWAY SHOWROOM - 16TH FLOOR
June 1	ESTEVEZ PRESS PREVIEW OF FALL COLLECTION AT 4:00 P.M. (See p.3).		
Thursday June 1 6:30 P.M. Cocktails- Dinner	PREVIEW: FALL LINGERIE AND LOUNGEWEAR FASHIONS Preview of lingerie and loungewear fashions for Fall, designed by Ruth Flaum. Showing at 7:00 P.M., followed by dinner. For press and buyers, by invitation. Publicity: Ruth Gerson at Ken Williams, WI. 7-4471.	EYE-FUL LINGERIE (102 MADISON AVENUE)	LANAI RESTAURANT 1638 B'WAY (50TH ST.)

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Thursday June 1	FORTIETH ANNIVERSARY COAT COLLECTION Henry Friedrichs will present the fortieth anniversary Fall coat collection at continuous daily showings. Contact: Alan Baron, PE. 6-8867.	BRITTANY (HENRY FRIEDRICKS CO.)	205 WEST 39TH STREET SHOWROOM - 13TH FLOOR
Thursday June 1	PREVIEW OF FALL FASHIONS By appointment only. Contact: Berta MacDonald, PL. 1-2100, Ext. 360.	HARPER'S BAZAAR	572 MADISON AVENUE SHOWROOM - 11TH FLOOR
Friday June 2 8:45 A.M. Breakfast	PREVIEW OF KNIT FASHIONS FOR FALL Alamac Knitting Mills and the Industrial Design Laboratory of Brooklyn Museum will show knit fashions of the past and a preview of Alamac knits for Fall, 1961. <u>Showing at 9:30 A.M.</u> By invitation. Contact: Harriet Miller, OX. 5-1445.	ALAMAC KNITTING MILLS	THE FOUR SEASONS 99 EAST 52ND STREET
Friday June 2 9:00 A.M.	PREMIERE SHOWING OF FUR COLLECTION Laurence H. Kaye will present a preview of his new fur collection. By invitation. Thereafter 10:30 and 2:30, by appointment. Contact: Rose Ciacci, OX. 5-8340.	LAURENCE H. KAYE FURS, INC.	345 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Friday June 2 10:30 A.M.	PREVIEW OF FALL COLLECTION Preview of Fall dresses and ensembles, designed by Walter Gerson. By invitation. Continuous daily beginning June 5. Contact: CH. 4-2270.	MURRAY ZENKEL, INC.	530 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
Friday June 2 10:30 A.M.	OPENING: FALL COAT AND SUIT COLLECTION Showings June 2, 6, 8, 14 at 10:30 A.M. Contact: JU. 2-2317.	MONTE-SANO & PRUZAN	21 WEST 46TH STREET SHOWROOM - 8TH FLOOR
Friday June 2 10:30 A.M.	PREVIEW OF JUNIOR PETITE FUR FASHIONS Styled by David Dana. By invitation. Contact: LA. 4-0105.	H.B.A. FUR CORP.	350 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
Friday June 2 11:00 A.M.	PRESS PREVIEW OF FALL COLLECTION Thereafter June 6, 7, 12 at 11:00 A.M. By invitation. Contact: Anita Hoffman, WI. 7-4968.	B.H. WRAGGE, INC.	550 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Sunday June 4 7:00 P.M. Cocktails	PREVIEW: FALL-WINTER COLLECTION Travilla will present his Fall collection, introducing the William Sarris dress group. By invitation. Contact: OLYMPIA 2-0723 (L.A.)	TRAVILLA(LOS ANGELES) (853 N. LA CIENEGA)	SAVOY-HILTON HOTEL THE COLUMNS
Monday June 5 10:00 A.M.	PREVIEW: FALL-WINTER FUR COLLECTION The Dee Rainwater "Americana" fur collection designed for Biegeleisen & Schour. By invitation. Contact: LA. 4-5743.	BIEGELEISEN & SCHOUR	333 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Monday June 5 10:30 A.M.	PRESS PREVIEW OF FALL COLLECTION Sarmi's Fall collection. <u>Buyers preview at 4:00 P.M.; also, June 6 at 2:30.</u> By invitation. Publicity: Maxwell-Latham-Mathews, PL. 3-5556.	SARMI, INC.	550 SEVENTH AVENUE SHOWROOM - 11TH FLOOR

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Monday June 5 11:30 A.M.	PREVIEW: FALL-WINTER FUR COLLECTION "Cherished Gifts Of Fur"--designed by Don for Carl Bernstein. By invitation. Contact: Miss Gladys, PE. 6-0546.	CARL BERNSTEIN & SON	333 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Monday June 5 12:00 Noon Luncheon	TWENTY-SIXTH ANNUAL COLLEGE CLINIC Back-to-school fashions from August college issue. Merchandise exhibit and reception 11:00 A.M. Showing from 1:00 P.M. to 2:00 P.M. Tickets: \$10.00, by invitation only. Contact: Alice Encke, PL. 9-2080.	MADemoiselle MAGAZINE (575 MADISON AVENUE)	HOTEL COMMODORE GRAND BALLROOM
Monday June 5 12:00 Noon Luncheon	PREVIEW: FALL PETITE DRESSES Marty Goldberg and Max Lawrence will present their Fall collection of petite dresses, designed by Robert Given. For press and buyers, by invitation. Publicity: Camille Borgia at Towers Fashion Service, MU.3-6955.	MARTINETTE PETITE	530 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Monday June 5 1:00 P.M.	OPENING OF FALL COLLECTION Showing at 1:00 P.M., June 5, 6, 7, 12, 13, 14, 20. Contact: Jean Roberts, LA. 4-3520.	TEAL TRAINA, INC.	550 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
Monday June 5 2:30 P.M.	PREMIERE SHOWING OF FALL-WINTER FURS Introducing the Fall-Winter fur designs by Mirka, for Couture Furs. By invitation. Publicity: Terry Seymour, 16 W. 55th St., PL. 7-9170.	COUTURE FURS, INC.	345 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Monday June 5- June 6 3:30 P.M.	FALL PREVIEWS OF JUNIOR FASHIONS Junior Accent's Fall collection June 5 and 6 at 3:30 P.M. By reservation. Continuous thereafter. Contact: LO. 4-1434.	JUNIOR ACCENT, INC.	498 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Monday June 5 5:00 P.M. Cocktails	FALL-HOLIDAY LINGERIE COLLECTION Fall-Holiday lingerie collection by Artemis. Showing at 6:00 P.M. For press and buyers, by invitation. Contact: Sheila Robbins at Ashe & Engelmores, MU. 3-0950. Publicity: Virginia Dickson, PL. 5-1109.	ARTEMIS (385 FIFTH AVENUE)	HOTEL PIERRE BALLROOM
Beginning Monday June 5	OPENING OF FALL DRESS COLLECTION Continuous showings of Fall dresses and costumes, June 5 through June 16, 10:30 A.M. to 3:30 P.M. Contact: David Rubinstein, CH. 4-3872.	RONA DRESSES, INC.	1400 BROADWAY SHOWROOM - 19TH FLOOR
Beginning Monday June 5	OPENING: SPORTSWEAR COLLECTION FOR FALL Cabana's Fall collection of separates, dresses and sportswear, designed by Pembroke Squires, at continuous daily showings. Contact: WI. 7-0326. Publicity: Maxwell-Latham-Mathews Ltd., PL. 3-5556.	CABANA	1410 BROADWAY SHOWROOM - 17TH FLOOR
Beginning Monday June 5	OPENING: FALL-WINTER JEWELRY COLLECTION Publicity: Kathleen Munda, YU. 6-6633.	THE NAPIER CO.	530 FIFTH AVENUE SHOWROOM - 22ND FLOOR
Beginning Monday June 5	JEWELRY COLLECTION FOR FALL & WINTER Publicity: Dorothy Lansing, 165 E. 66th St., RE. 7-3347.	TRIFARI, KRUSMAN AND FISHEL, INC.	16 EAST 40TH STREET SHOWROOM - 4TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Monday June 5	OPENING OF FALL DRESS COLLECTION Klein & Blaikie's misses daytime and late-day dress collection at continuous daily informal showings. Contact: BR. 9-7580.	KLEIN & BLAIKIE, INC.	525 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Beginning Monday June 5	OPENING OF FALL COLLECTIONS Continuous showings of Devonbrook suits and Debshire Dresses, designed by John Anthony. Contact: PE. 6-4580.	DEVONBROOK SUITS; DEBSHIRE DRESSES	1400 BROADWAY SHOWROOM - 10TH FLOOR
Tuesday June 6 8:30 A.M. Breakfast	PREVIEW OF CREPE-- FASHION SHOW Celanese crepe presentation, with film and fashion show at 9:00 A.M. By invitation. Publicity: Dorothy Wallace, MU. 9-6000, Ext. 334.	CELANESE FIBERS CO. (180 MADISON AVENUE)	HOTEL PLAZA BALLROOM
Tuesday June 6 10:00 A.M.	FALL AFTERNOON & COCKTAIL DRESSES Showing June 6, 7, 13 at 10:00 A.M. Contact: OX. 5-2190.	DAVID HART, INC.	498 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Tuesday June 6 10:00 A.M.	OPENING OF FALL COLLECTION Showings June 6, 7, 8, 13, 14, 15 at 10:00 A.M. Contact: LA. 4-7626.	ADELE SIMPSON	530 SEVENTH AVENUE SHOWROOM - 23RD FLOOR (Note Change Of Date.)
Tuesday June 6 11:00 A.M.	PRESS PREVIEW: FALL & WINTER FUR COLLECTION Preview of the Revillon Wholesale Fall and Winter furs. By invitation only. Thereafter by appointment. Publ.: Bill Paige, PL. 9-5504.	REVILLON	352 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Tuesday June 6 12:00 Noon	OPENING OF FALL JUNIOR COLLECTION Junior dresses and separates June 6, 7, 8, 13, 14, 15 at 12:00 Noon. By reservation. Contact: Audrey Brock, OX. 5-6440.	LANZ ORIGINALS, INC.	1407 BROADWAY SHOWROOM - 26TH FLOOR
Tuesday June 6 12:00 Noon Luncheon	PREVIEW: FALL COUTURE COLLECTION Daytime, cocktail and evening collection. By invitation. Showings Tues., Wed., Thurs. at 12:00 Noon. By appointment. Contact: Joan Baron, CH. 4-5693.	COUNTESS ALEXANDER	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Tuesday June 6 12:00 Noon Luncheon	PREVIEW OF FALL DRESS COLLECTION Max Lawrence and Marty Goldberg will present their Fall collection, designed by Miguel Dorian. For press and buyers, by invitation. Thereafter showings June 7, 8 at 12:00 Noon (luncheon). By reservation. Publicity: Camille Borgia at Towers Fashion Service, MU. 3-6955.	MAX LAWRENCE, INC.	530 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Tuesday June 6 12:30 P.M. Luncheon	TWENTY-FOURTH ANNUAL GRADUATION LUNCHEON Store and fashion executives will greet the graduating class. Alumnae will receive awards. By invitation. Contact: Betty Levine, TR. 9-4644.	TOBE-COBURN SCHOOL FOR FASHION CAREERS	WALDORF-ASTORIA SERT ROOM
Tuesday June 6 1:00 P.M.	OPENING OF FALL DRESS COLLECTION Fall collection, designed by John Moore, June 6, 8, 13, at 1:00 P.M. By appointment. Contact: Jo MacLeod, BR. 9-1195.	TALMACK, INC.	530 SEVENTH AVENUE SHOWROOM - 5TH FLOOR

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Tuesday June 6; June 7 1:00 P.M	OPENING: FALL DRESS COLLECTION The Mr. Mort Fall junior dress collection, designed by Lee Evans. By admission card only. Contact: Grace Alpern, OX. 5-4760.	MR. MORT	498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Tuesday June 6 2:30 P.M.	PREVIEW: FALL-WINTER FUR COLLECTION Preview of Fall-Winter custom furs, designed by Arthur Schwartz. By invitation. Trade showing, Wed., June 7 at 10:00 A.M. Thereafter by appointment. Contact: CH. 4-8685. Publicity: Pauline Greene at Charles J Charney, 101 West 55th Street, PL. 7-0955.	FREDRICA FURS	345 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Tuesday June 6 2:30 P.M.	OPENING OF FALL COLLECTION Designed by Peggy Thayer. By invitation. Daily at 2:30, except Friday, through June 22. By reservation. Contact: Kay Farmer, OX. 5-4812.	HOUSE OF JAMISON, INC.	498 SEVENTH AVENUE SHOWROOM - 24TH FLOOR
Tuesday June 6 3:30 P.M.- 6:30 P.M. Cocktails	PREVIEW: FALL-WINTER PEARLS AND JEWELS "Fabulous Pearls Of Fashion and Fascination" will be highlighted in precious jewels, gold and gold-filled collections for Fall-Winter 1961. By invitation. Publicity: Ann R. Silver Assoc., MU. 7-8654.	IMPERIAL PEARL SYNDICATE, INC.	681 FIFTH AVENUE SHOWROOM - 11TH FLOOR
Tuesday June 6 4:00 P.M	PRESS PREVIEW: FALL DRESS COLLECTION Dan Keller will present his Fall collection of casual dresses and ensembles. For press and buyers, by invitation. Continuous daily showings thereafter. Publicity: Margaret Hodge, 110 West 51st St., LT. 1-3260.	DAN KELLER CO., INC.	498 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Tuesday June 6 4:30 P.M.	PREVIEW OF FALL COLLECTION Preview for press and buyers, by invitation. Contact: CH. 4-4131.	GINSBURG & ABELSON (1400 BROADWAY)	500 CLUB 500 SEVENTH AVENUE
Tuesday June 6 4:30 P.M.	PREVIEW: FALL DAYTIME AND EVENING FASHIONS Preview of Fall collection, designed by Ronald Amey, on Tues., June 6 at 4:30 and Thurs., June 8 at 10:00. By invitation. Contact: CO. 5-7720.	BURKE AMEY	16 WEST 57TH STREET SHOWROOM - 5TH FLOOR
Tuesday June 6 7:00 P.M. Dinner	FASHION SHOW AND DINNER FOR BUYERS For retail executives and buyers. By invitation. Contact: Grace Beller, MU. 3-7197. Publicity: Eleanor Lambert, MU. 8-2130.	INTERNATIONAL SILK ASSOCIATION, U.S.A.	HOTEL PIERRE BALLROOM
Beginning Tuesday June 6	OPENING OF FALL DRESS COLLECTION Continuous showings of Jerry Silverman's Fall dress collection, designed by Shannon Rodgers. Contact: CH. 4-4940.	JERRY SILVERMAN	530 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Beginning Tuesday June 6	OPENING OF FALL DRESS COLLECTION Informal showings, by appointment. Publicity: Hilda Sherey, PE. 6-0900.	R & K ORIGINALS, INC.	1400 BROADWAY SHOWROOM - 5TH FLOOR
Wednesday June 7 8:00 A.M. Breakfast	FASHION CLINIC: AUGUST HIGH SCHOOL ISSUE '61 "It Girl-'61"--fashions from the August High School issue. For executive retailers, by invitation. Contact: Frances Hodges, YU. 6-6300.	INGENUE MAGAZINE	SCHRAFFT'S RESTAURANT BROADWAY & 43RD STREET

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday June 7 8:30 A.M. Breakfast	PREVIEW OF FALL COLLECTION Preview of McMullen dresses; coordinates by McMullen and by Robert Power Johns. Showing at 9:00. For press and buyers, by invitation. Continuous thereafter at showroom. Contact: Clara Sheinman, OX. 5-4270.	McMULLEN CO. (530 SEVENTH AVENUE)	500 CLUB 500 SEVENTH AVENUE
Wednesday June 7 9:30 A.M. Coffee	PRESS PREVIEW: FALL READY-TO-WEAR FASHIONS American-made collection. By invitation. Trade at 10:00 A.M., June 8, 9, 13, 14, 15. Contact: Leonard Gerber, TE. 8-0750.	BOB BUGNAND, INC.	19 EAST 62ND STREET SALON
Wednesday June 7 11:00 A.M.	PRESS PREVIEW: FALL- WINTER FUR COLLECTION The James Terence Brady Fall-Winter fur collection, designed for Fantasia, followed by cocktails and luncheon. By invitation. Contact: LA. 4-0330. Publicity: Ruth Hammer Assoc., 2 W. 59, EL. 5-7872.	FANTASIA FURS, INC. (STESSEL, WARE, PRINCE)	333 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
Wednesday June 7 11:30 A.M.	OPENING OF FALL COLLECTION Designed by Dorothy Farbo. Showings June 7, 9, 12, 14, 16 at 11:30. By appointment. Contact: Marcella Wolfe or Vincent Mignon, BR. 9-5991.	MIGNON	498 SEVENTH AVENUE SHOWROOM
Wednesday June 7 2:30 P.M.	PREVIEW: FALL-WINTER FUR COLLECTION Preview of furs. By invitation. Contact: Louis Brown, AL. 5-3035.	SCHIAPARELLI FURS	305 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Wednesday June 7 2:30 P.M.	OPENING OF FALL COLLECTION Showing of Anthony Blotta's Fall collection. By invitation. There- after by appointment. Contact: Miss Vivian, PE. 6-8412.	ANTHONY BLOTTA, INC.	498 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
Wednesday June 7 3:30 P.M. Cocktails	PREVIEW OF FUR COLLECTION "Meet The Newest Blonde In Town"--latest color in Saga mink, introduced by Dan and Harry Grossman; also Jo Copeland's couture furs. Show at 4:00 P.M. By invitation. Publicity: Rosemary Sheehan, MU. 5-1280.	SAGA MINK (333 SEVENTH AVENUE)	EL MOROCCO 307 EAST 54TH STREET
Wednesday June 7 4:00 P.M.	PREVIEW OF FALL COUTURE FASHIONS Mary Black's Fall couture collection. For press and buyers, by invita- tion. Thereafter by appointment. Contact: Dorothy Smith, PL. 8-2014.	MARY BLACK, INC.	41 WEST 57TH STREET SHOWROOM - 8TH FLOOR
Wednesday June 7 5:00 P.M. Cocktails	FLAIR FASHION SHOW Reception and fashion show to present new Flair fragrance line and Flair-inspired fashions. For merchandise managers, fashion coordinators, cosmetic buyers and press. By invitation. Contact: Mary Chandler, CI. 7-6422; or Florence Losefski, PL. 7-5700.	YARDLEY OF LONDON	HOTEL PIERRE GRAND BALLROOM
June 7	EDWARD ABBOTT-WILSON FOLMAR PRESS PREVIEW AT 5:00--Cocktails (See p.8).		
Wednesday June 7 5:00 P.M. Cocktails	PREMIERE SHOWING OF FALL COLLECTION Showing of Art Williams' first collection of cocktail and evening fash- ions. For press and buyers, by invitation. Thereafter by appointment at salon. Publicity: Maxwell-Latham-Mathews, PL. 3-5556.	ART WILLIAMS (42 EAST 64TH STREET)	HOTEL GOTHAM EMBASSY SUITE

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday June 7 8:00 P.M.	PREVIEW OF FALL COLLECTION Preview of Scaasi's collection for Fall. By invitation. Contact: Pearl Newman, CI. 6-8226.	SCAASI	26 WEST 56TH STREET SALON
Wednesday June 7 8:30 P.M.	ANNUAL COLLEGE FASHION SHOW Preview of August issue and introduction of "Ten Best Dressed College Girls In America." Tickets: \$7.50. By invitation. Contact: Harrolyn Dilley, LE. 2-7500, Ext. 202.	GLAMOUR MAGAZINE (420 LEXINGTON AVENUE)	CARNEGIE HALL 7TH AVENUE & 57TH ST.
Thursday June 8 10:30 A.M.	PREVIEW: FUR FASHIONS BY CONSTANTINO Fall-Winter fur fashions, designed by Constantino. Fashion Director and Commentator: Mia Grau. By invitation. Contact: PE. 6-6944.	THE CHRISTIE BROS. FUR CORP.	333 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Thursday June 8 1:30 P.M. Champagne	OPENING OF FALL COLLECTION Showing of daytime and evening Fall collection, designed by Angela. By invitation. (<u>Note Change Of Time.</u>) Thereafter by appointment. Con- tact: Miss Rae, JU. 2-1747.	ROSSINO-ANGELA	30 WEST 57TH STREET SHOWROOM - 3RD FLOOR
Thursday June 8 3:00 P.M.	PREVIEW: READY-TO- WEAR FUR COLLECTION Press preview of Ritter's ready-to-wear fur collection, followed by cocktails. By invitation. <u>Thereafter</u> at 10:30 and 2:30 at showroom, 14th floor, by appointment. Contact: BR. 9-8144. Publicity: Eleanor Lambert, MU. 8-2130.	RITTER BROTHERS (224 WEST 30TH ST.)	SHERRY NETHERLAND HOTEL CRYSTAL PAVILLON
Thursday June 8 3:30 P.M. Champagne	PREVIEW OF FALL DRESS COLLECTION Dorothy Dickerson will present her Fall dress collection. <u>Showing at</u> <u>4:15 P.M.</u> By invitation. Thereafter by appointment. Contact: Helene Schembs, EL. 5-0989.	DOROTHY DICKERSON	19 WEST 57TH STREET SALON - 6TH FLOOR
Thursday June 8 4:00 P.M. Cocktails	PREMIERE SHOWING OF JUNIOR FASHIONS First showing by Junior Forum, presenting their Fall collection of junior dresses and ensembles. By invitation. Thereafter in showroom. Contact: Shelly Lebow, LA. 4-9923.	JUNIOR FORUM, INC. (498 SEVENTH AVENUE)	500 CLUB 500 SEVENTH AVENUE
Friday June 9 10:30 A.M. Champagne	PRESS PREVIEW: FALL- WINTER FUR COLLECTION "Society Collection of Trend-Setting Furs"--showing of Mr. John's Fall- Winter fur collection. By invitation. Publicity: Joe Mann, PL. 7-1966.	MR. JOHN FURS	24 WEST 57TH STREET SALON - 7TH FLOOR
Friday June 9 3:30 P.M. Cocktails	FALL BACK-TO-SCHOOL TRENDS FASHION SHOW Fashions from Fall issues in a trends presentation. <u>Showing promptly</u> <u>at 4:00 P.M.</u> By invitation only, for retail stores. Tickets: \$7.00. Contact: Kay Corinth, PL. 9-8100.	SEVENTEEN MAGAZINE (320 PARK AVENUE)	WALDORF-ASTORIA GRAND BALLROOM
Monday June 12 2:30 P.M.	PREVIEW OF FALL- WINTER FUR COLLECTION Ben Kahn will present his Fall-Winter fur collection to the press and buyers. By invitation. Publicity: Maxwell-Latham-Mathews, PL. 3-5556.	BEN KAHN FURS CORP.	150 WEST 30TH STREET SHOWROOM - 13TH FLOOR

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